

# AS SEEN ON TV

Find out how to get seen by millions  
of New Zealanders.

Jodi O'Donnell  
TVNZ COMMERCIAL DIRECTOR





# Today we're going to talk about...

- 1 The strength of TV advertising in a changing media market.
- 2 Building a brand on TV for long-term business success.
- 3 How advertising on TV is more affordable than you might think.

All businesses have different and moving priorities at any given time.

**But the one constant is that you're aiming for**

**growth.**



Customers are critical for growth  
and advertising is central to finding  
new customers.

But understanding which media is the best place to find  
customers can be a minefield to navigate given the media  
landscape is constantly changing.



A background image of two men in suits and sunglasses looking at a laptop screen. The man in the foreground is wearing a blue suit and a patterned tie, while the man in the background is wearing a grey suit and a white shirt. They are both looking intently at the laptop screen.

# MYTH

“Nobody watches broadcast TV these days so there’s no point in advertising my brand on there!”





**BUSTED**

TV is seen by a mass  
audience reaching  
**82% of New Zealanders**  
each week!

Source: Nielsen TV audience measurement 2019.

1 million  
25 to 54-year-  
olds reached  
weekly

Each  
spends 2 hours  
10 mins watching  
broadcast TV  
every day

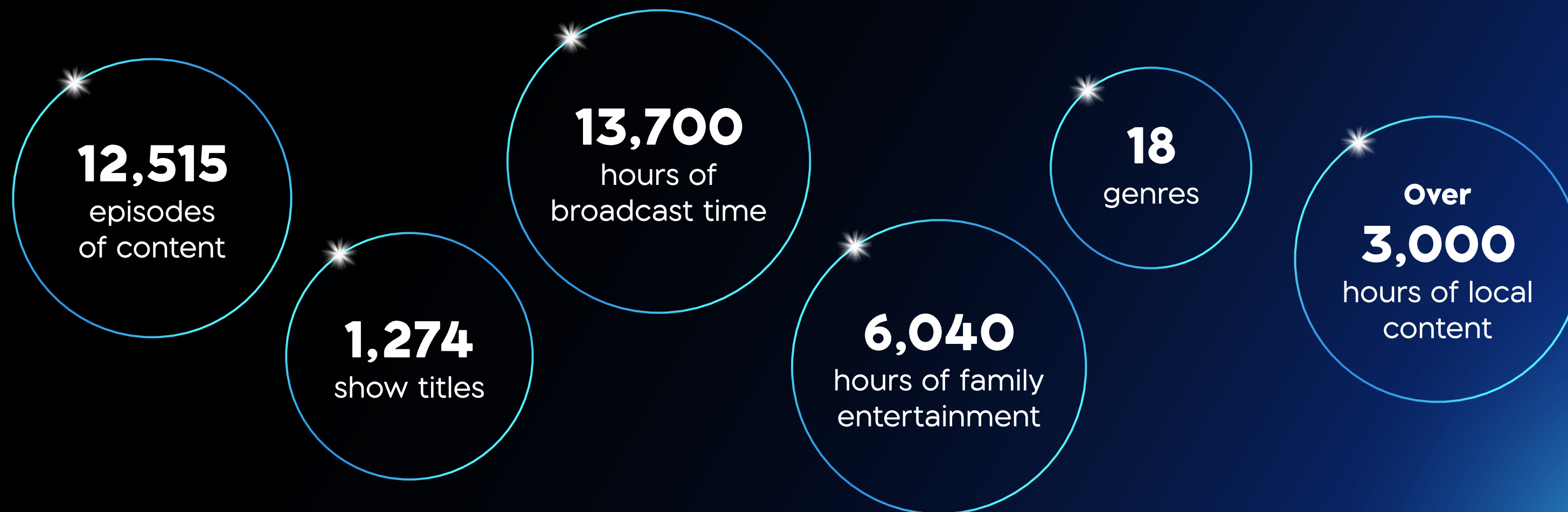
89% of  
all broadcast  
TV is  
watched live



AND

TVNZ reaches **2 million**  
New Zealanders every single  
day on air and OnDemand!

# We attract a wide range of people with our breadth and depth of shows.



**Source:** Nielsen TAM, TVNZ Network, 1 Jan 19-31 Dec 19. Excludes repeat and filler programming, duplicate titles and infomercials. Local defined as NZ/NZ Te Reo excluding international movies set/filmed in NZ. Family Entertainment defined as comedy, reality, quiz, movie, soap, documentary, drama, mini-series, variety and mag/info. Consolidated.



# Our reach is higher than any other network.



**Source:** Nielsen TAM, 5+, Jan-Dec 19, All time 0200-2600, Consolidated.





The more people  
your brand is  
seen by (reach),  
the more it impacts  
your business.

“ Reach is the primary driver of media effectiveness. Our research shows that about 91% of media effectiveness can be explained just by reach alone. ”

**Les Binet**, TVNZ Speaker Series 2018





TV is immensely powerful.  
TV ads evoke **emotion** more  
than ads in any other media.

## Why?

- “ There is nothing like video for manipulating people’s emotions. The combination of moving pictures with music, in particular, is amazingly powerful for getting people to feel things. ”

Les Binet, TVNZ Speaker Series 2018





It's about the combination of



REACH



EMOTION



TIME





Building a brand over time is a crucial component of achieving long-term business success.

It's also incredibly beneficial to your ability to drive short-term sales.



# Why is it important to build a brand over time?

- ▶ Not all potential customers are ready to purchase at a specific point in time.
- ▶ Brand building aims to prime people to prefer your brand so that when they are in the market, they choose to buy from you.



TV is a powerful platform for creating brand associations that last for decades.



It's the best place to create consistent emotional messaging that sticks in people's minds over time.



Let's have a look  
at a case study...



# hipages

## Australia's best kept secret

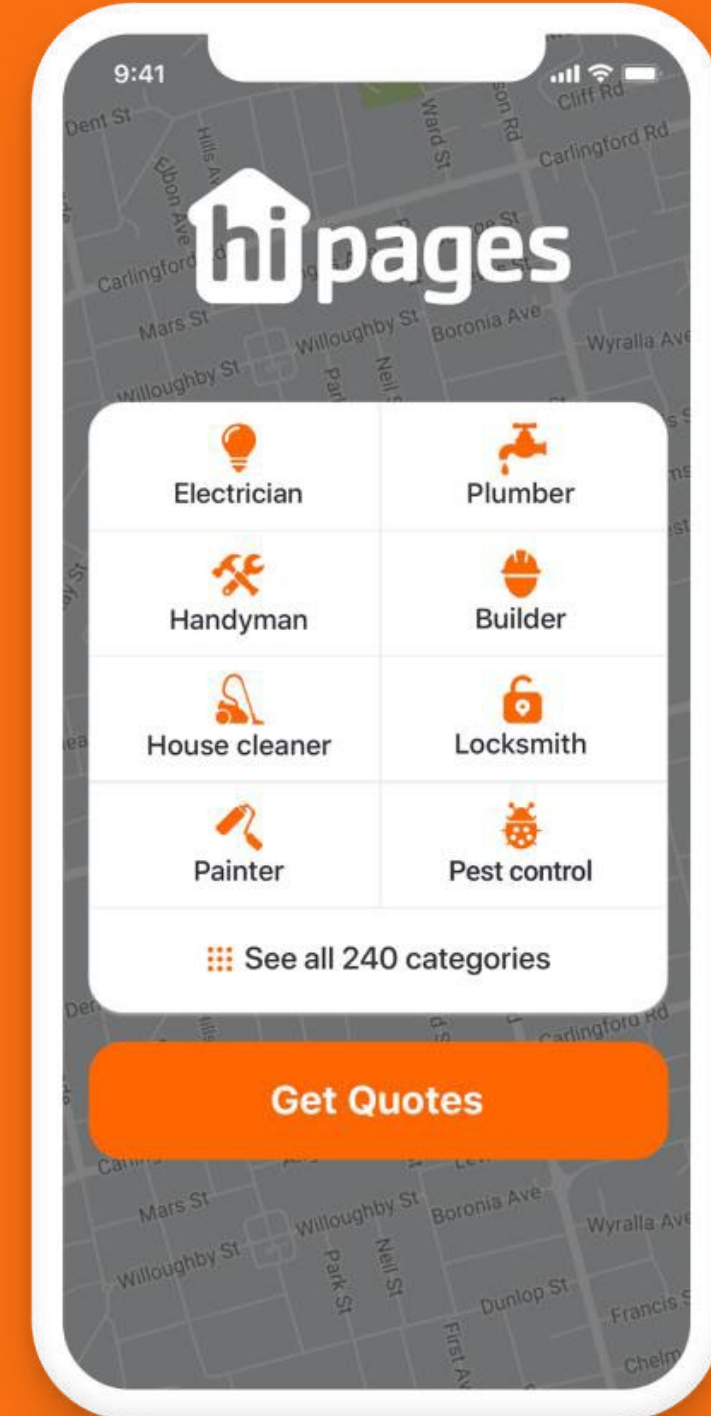
**A Case Study**





# About hipages

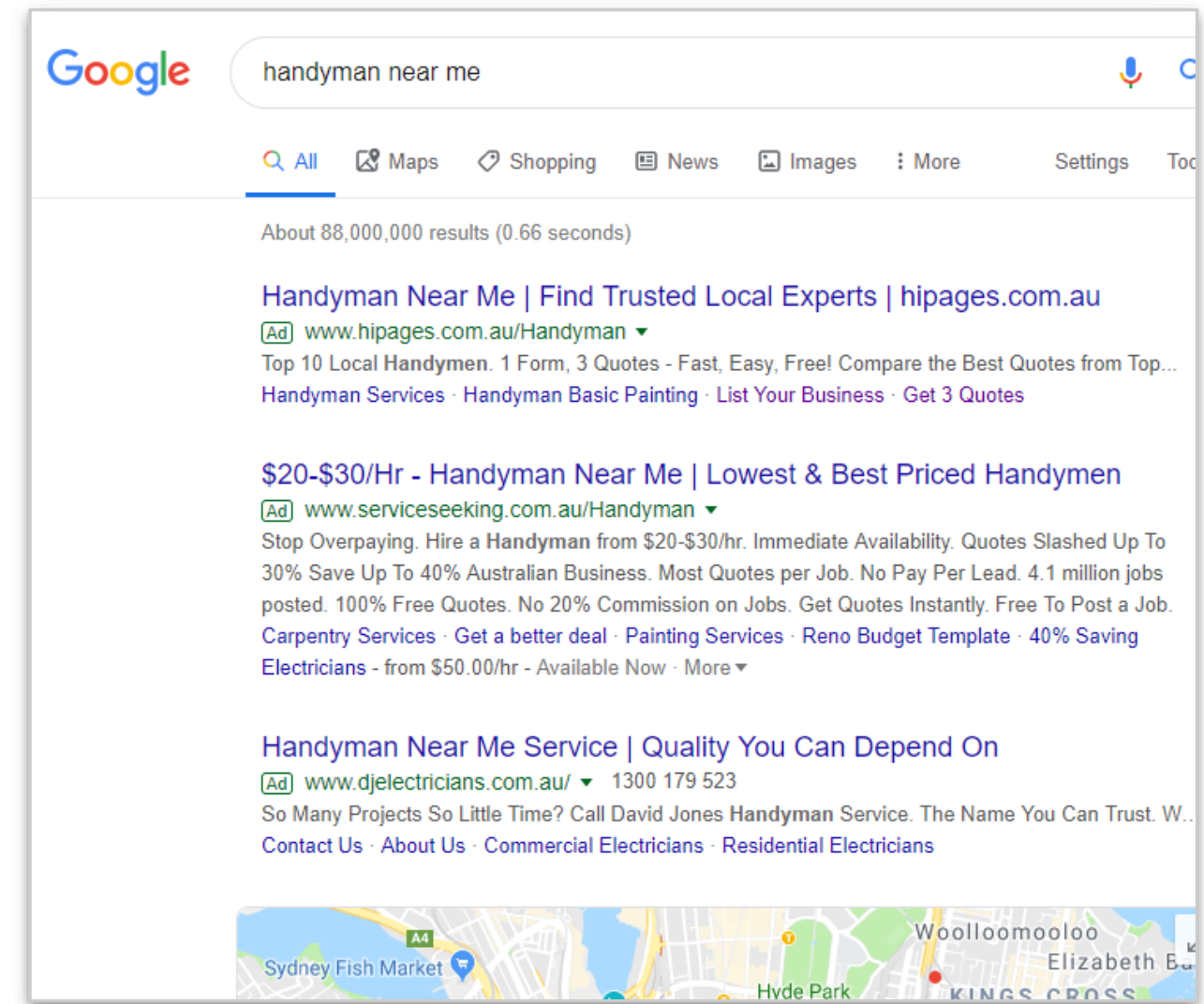
- After 15 years, Australia's leading platform to find trusted tradies
- Average 100,000 jobs posted on the platform every month
- 2.6M users nationwide
- A job posted every 26 seconds with hipages





# We had a problem

- Like many marketplace businesses, growth was delivered via **paid search**
- Inconsistent investment in brand-building activity
- Unclear creative position
- Only 1 in 4 Australians had heard of hipages when prompted - **27% aided awareness**





# Our solution

TV Advertising to “change the way you tradie”



- Developed fresh TV creative to drive app downloads
- Investment in broader media schedule - first time using free to air TV
- KPMG engaged to model the impact of each media channel on job volume, app downloads and brand search volumes (KPMG results are noted in appendix)

# TV was supported by other channels



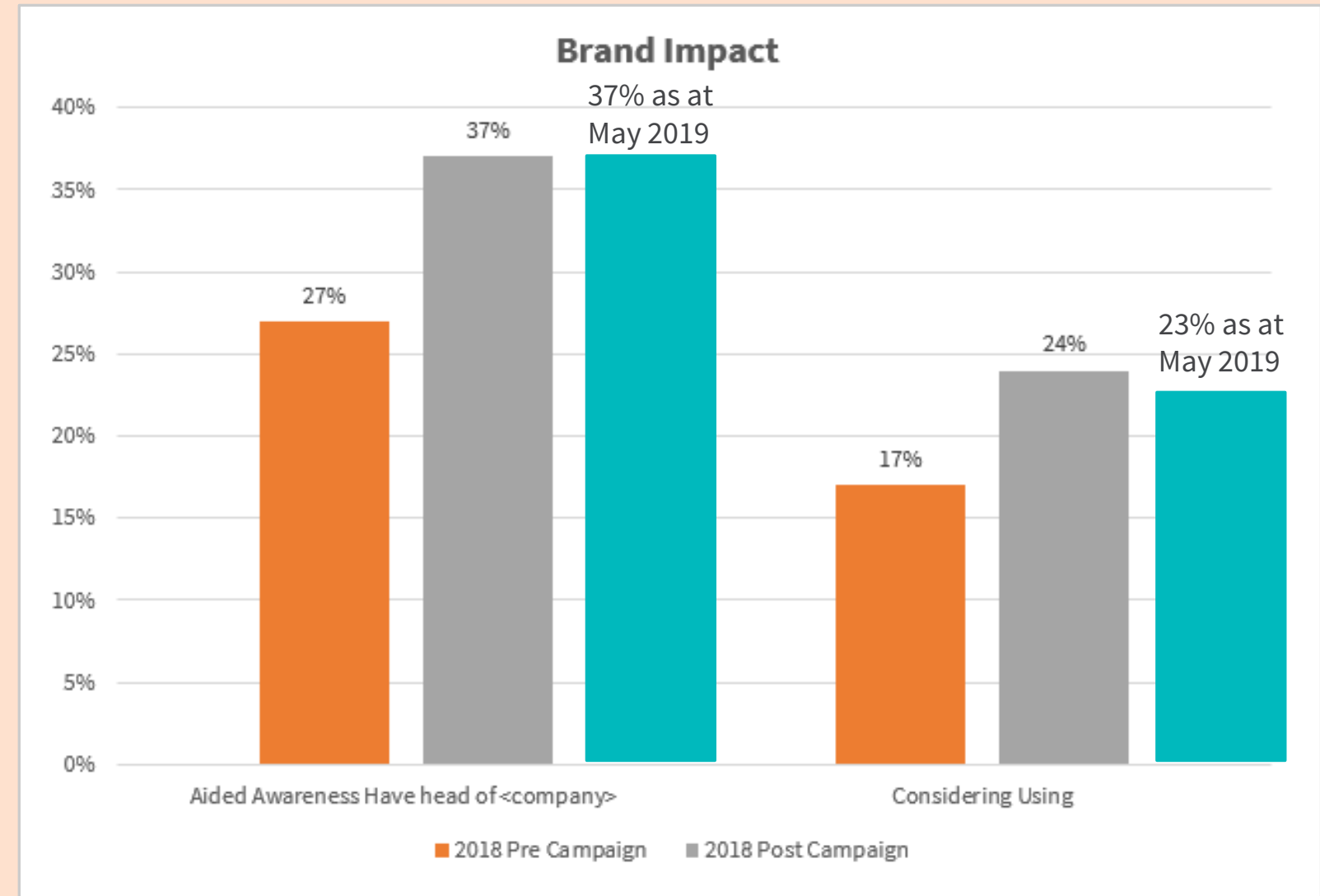


# Our findings



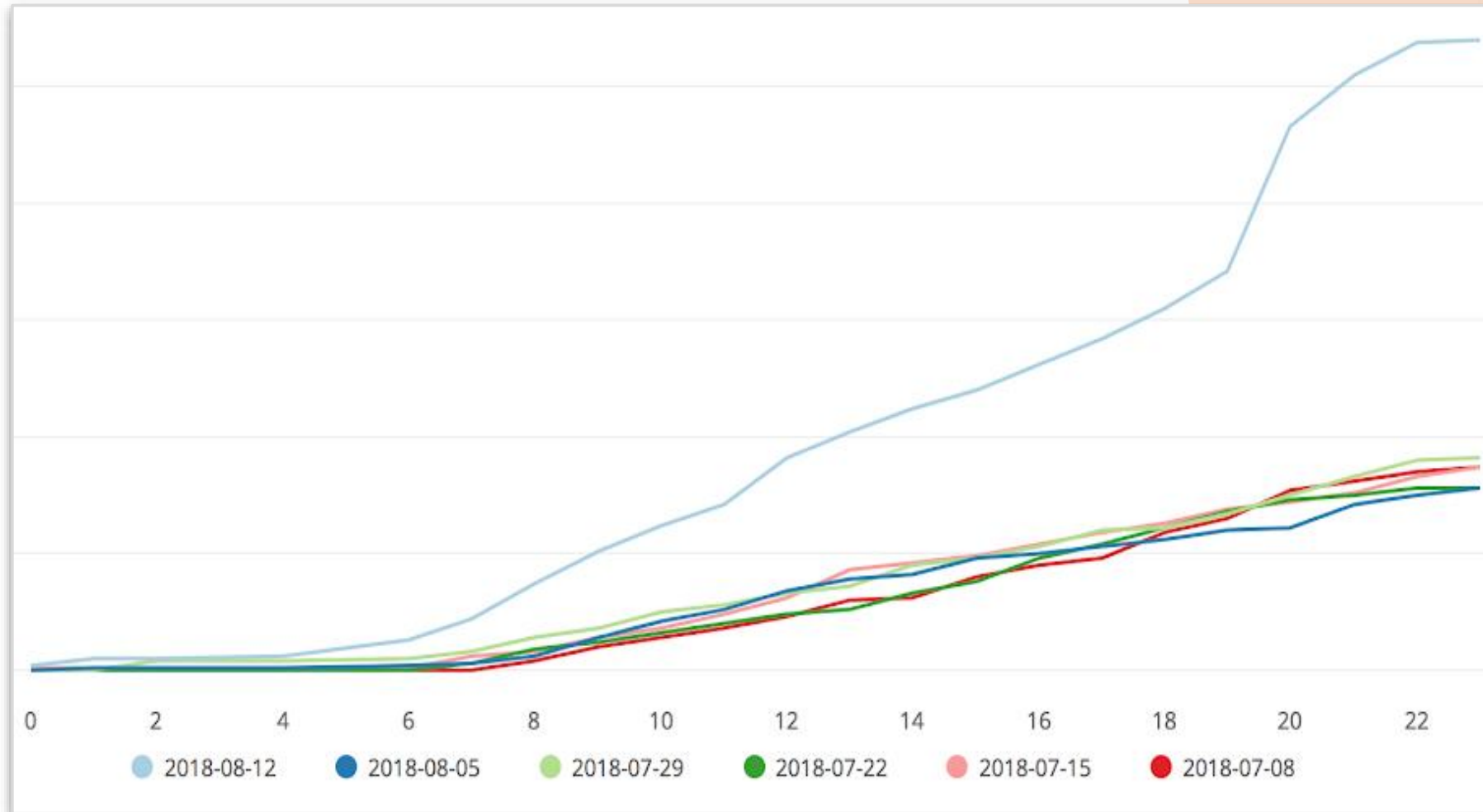
# Brand impact

- Impact was immediate
- Aided awareness up from 27% to **37%**
- Consideration up from 17% to **24%**

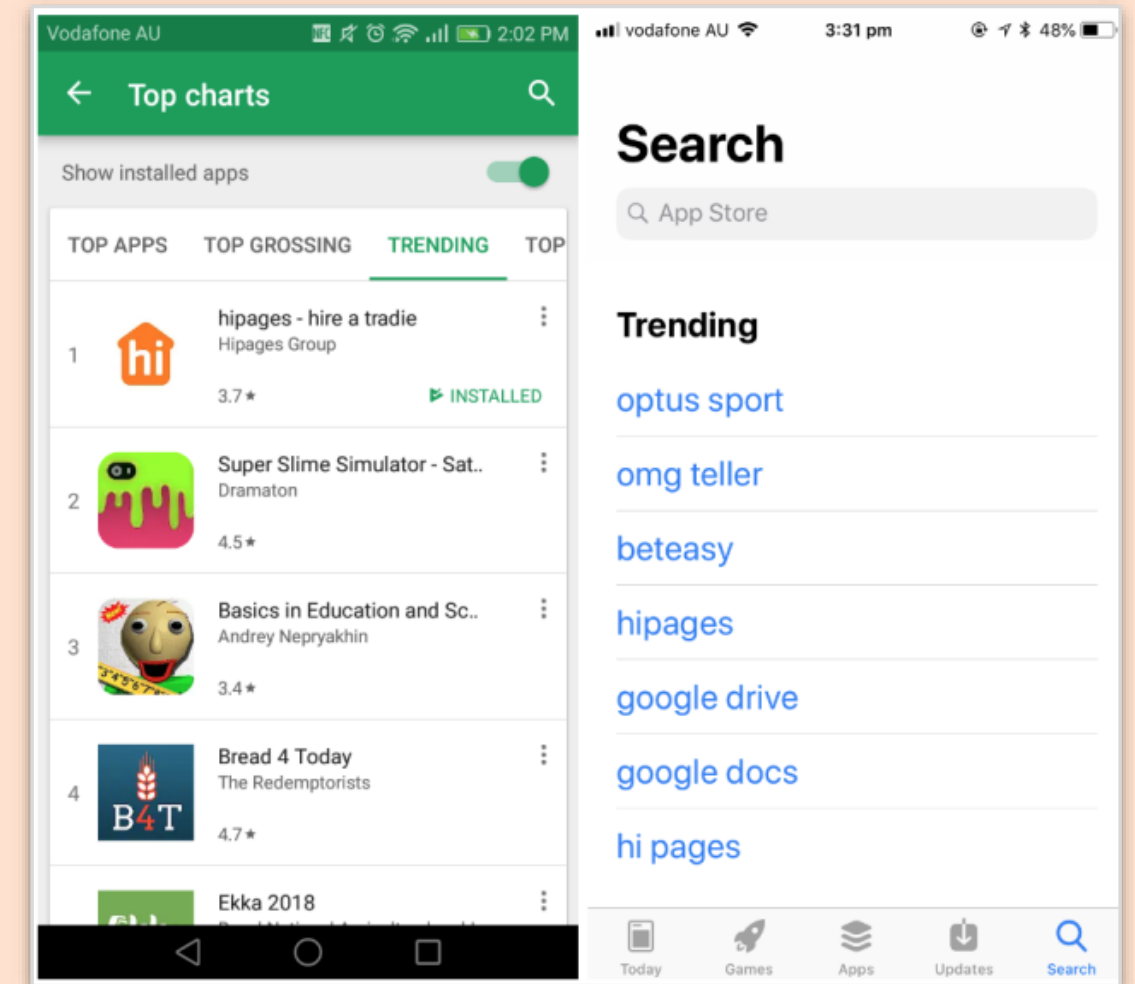




# App impact



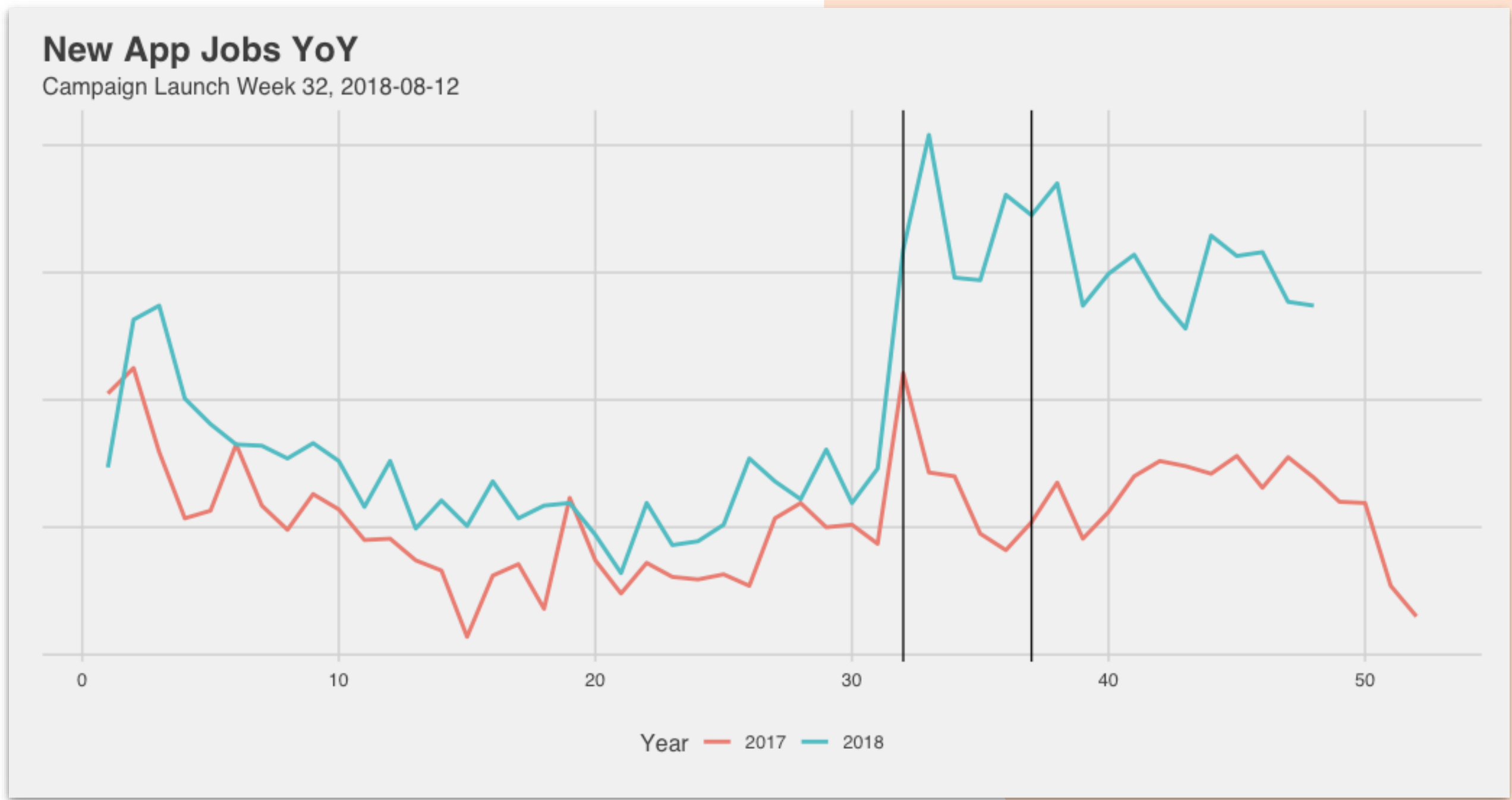
App jobs on August 12th 2018 - campaign launch day



We were trending in the App Store

# Commercial impact

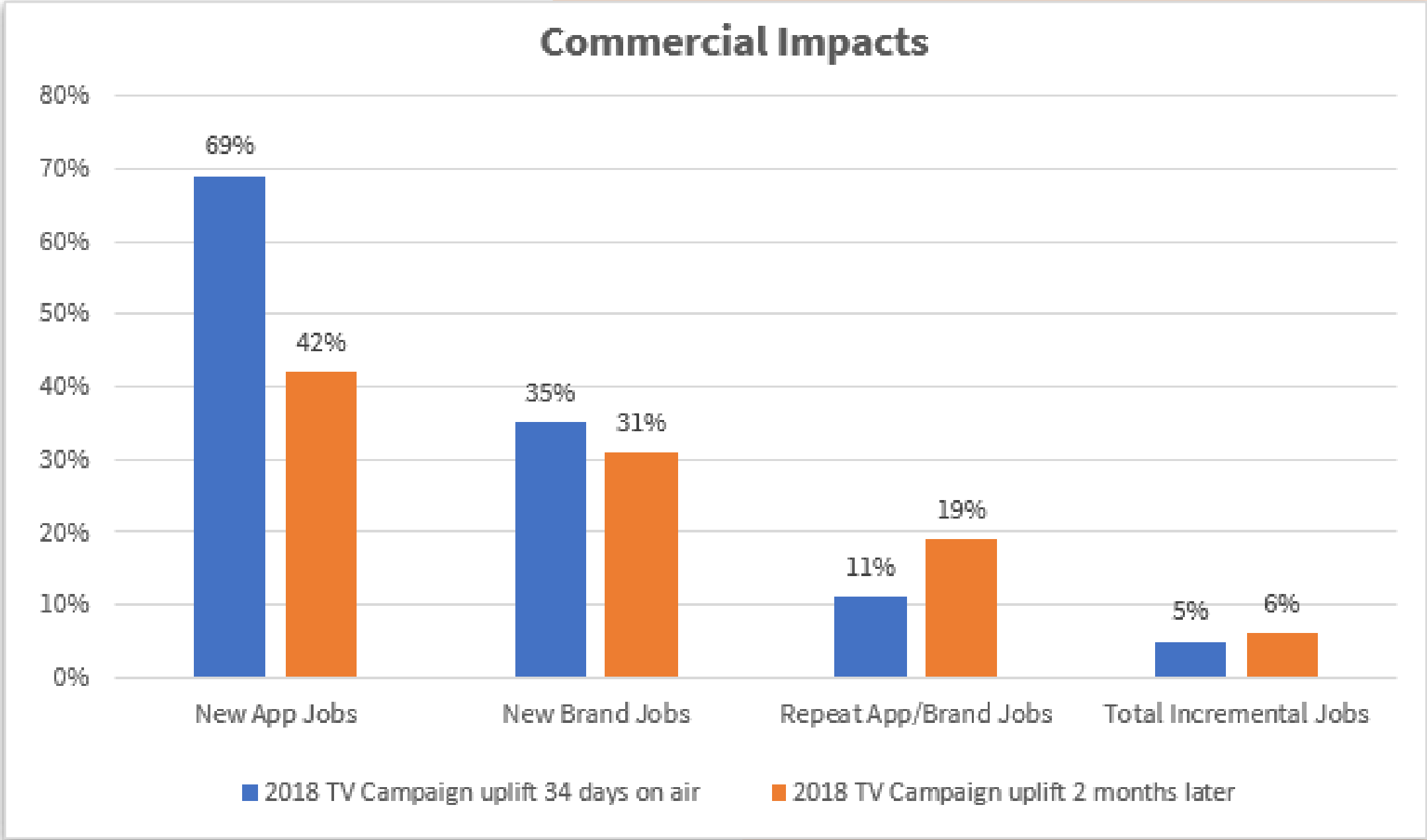
New app jobs





# Commercial impact

Incremental jobs



# TV advertising drove short- and long-term business results for hipages

## **Short term:**

Immediate commercial returns and a positive ROI on TV investment



## **Long term:**

A sustained uplift in brand awareness and consideration



# What's next?

- hipages, a platinum sponsor of **The Block in 2019**
- Ad placement - TV and digital
- Product integration
- Bespoke content
- IP across other channels



**hi**pages

Bringing trusted tradies to



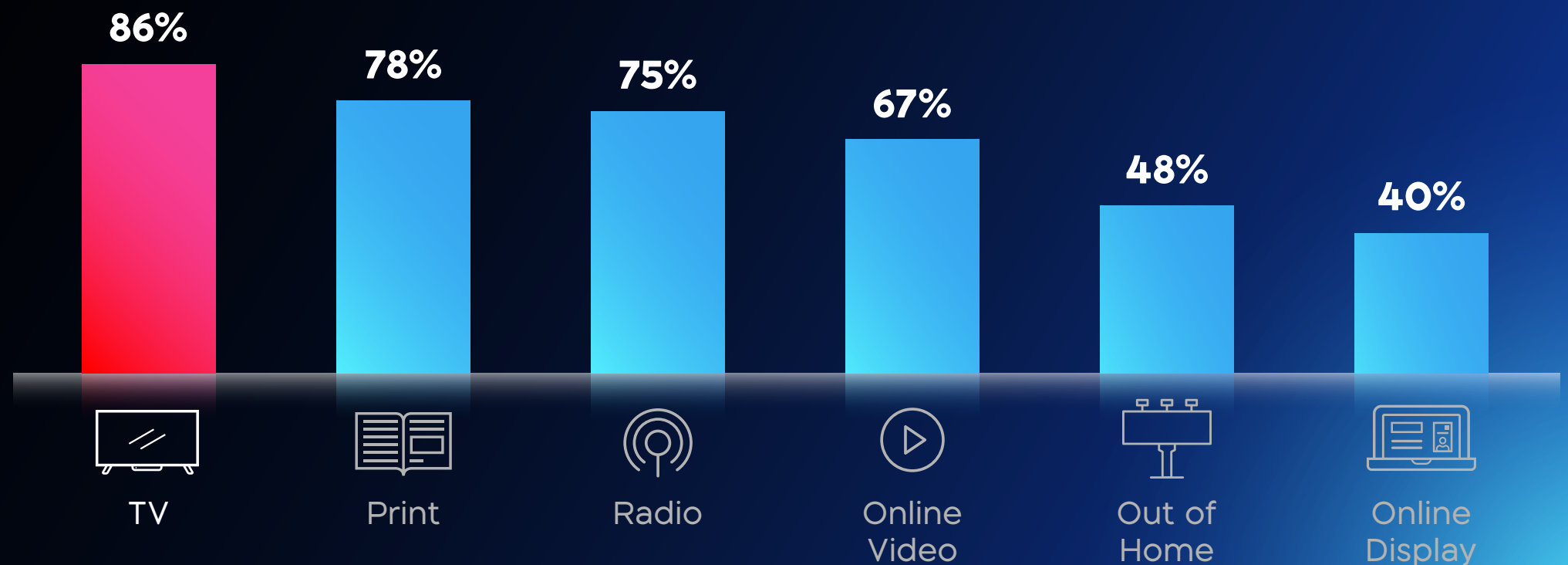
think 

**hi**pages

# TV is also the lowest-risk form of advertising.

As one UK study showed:  
**70%** of TV campaigns delivered profitable return in the short-term (3-6 months), more than any other medium.

Total profit success during the 3 years after ad campaigns finished, **86% of TV advertising campaigns delivered a profitable return**, compared with:



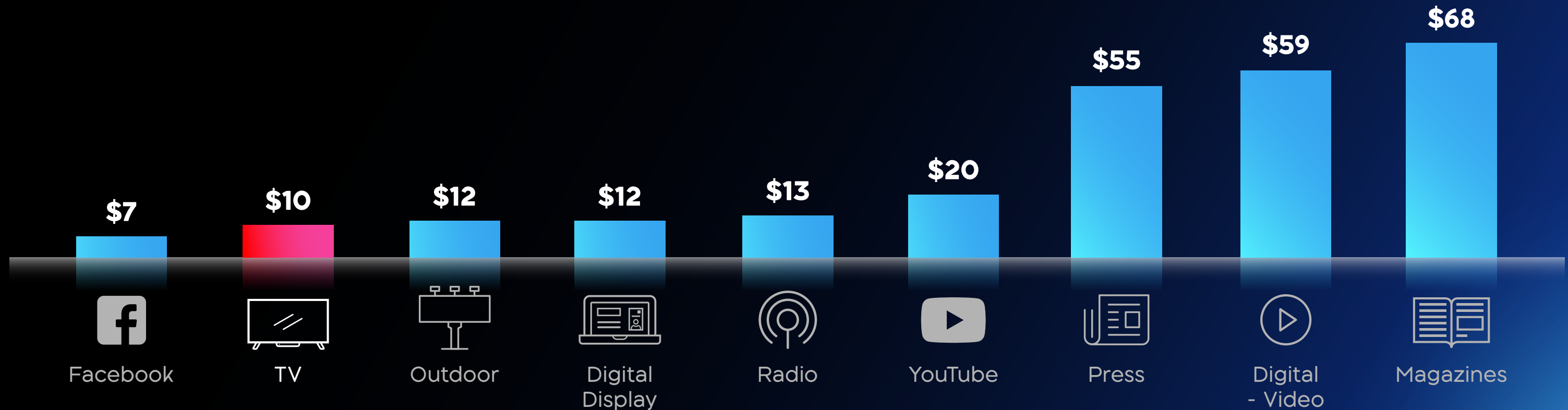
**Source:** Ebiquity and Gain Theory 'Profit Ability' study.



But can I afford to  
advertise on TV?



Don't think that TV is unattainable within your budget. The cost of TV compares well with other media and is just half the CPM of YouTube.



**Source:** NZ Advertising Agency, Market data – average of 4 Agencies (2018) plus WARC (2016) – based on All People 18+, Broadcast TV = \$10 CPM, YouTube = \$20 CPM



# There are also smart ways to make your budget go further.

1

Concentrate on one region, at a specific time of day or by targeting a tight audience – **TVNZ 1 is the only NZ broadcast TV channel that gives you regional options.**

2

Reduce the length of your ad, utilise cheaper day-parts or advertise when you get more for your money, eg January.

3

Sometimes TV sponsorship can be a lot cheaper than other TV advertising. To viewers of the sponsored programme, the activity will give a perception of feeling 'big'.

We can help with cost-effective creative and production with our in-house agency Blacksand starting at less than \$5k.





# And we offer so much more...

Blacksand

TVNZ  
OnDemand

Sponsorships

Production  
funding

Trailers  
and TVCs

Strategy

Production  
partnerships

Branded  
content

Integration

Creative  
and design

With over 2 million viewers a day, TVNZ's depth of platforms and the ability to connect emotionally with audiences through video storytelling, your brand can achieve long-term brand fame and drive sales at the till!



**Talk to us today. Our team is here to help.**



Thank you

